A STUDY OF CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING OF DURABLE GOODS

(with special reference to Delhi NCR)

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Introduction

- ## Consumer Behaviour:

Buying behaviour has gained increased importance in a consumer oriented marketing planning and management. The buying behaviour of consumer has become a great necessity in modern marketing system, because success or failure ultimately depends upon the buying behaviour of the target customers considered individually or a group. Therefore, in order to undertake the marketing programmes among different segment markets, the marketing management must find out the various factors that influences in buying decisions of the consumer. The character, behaviour and attitude of consumer are the important dimensions in the decision making process. It has now become the central topic of modern marketing since the ultimate aim of marketing is consumer satisfaction and profit making

Meaning:

Kuester (2012) states that consumer behaviour is the study of individuals, groups, or organizations and the procedures they use to choose, secure, and dispose of goods, services, experiences, or ideas to satisfy needs and the effects that these procedures have on the buyer and the community in general.

Definition:

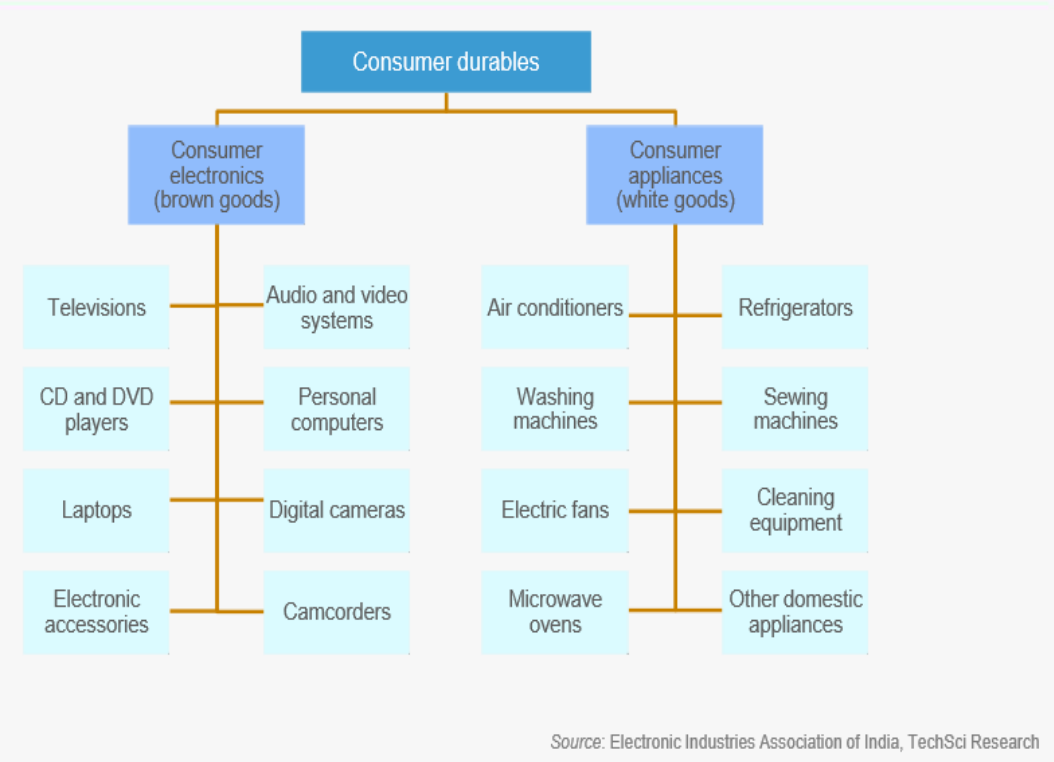
1) According to Engel, Blackwell, and Mansard, „consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption".

2) According to Louden and Bitta, „consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services"

- ## Consumer Durables: Meaning, Industry Size, Growth and Trend

Meaning:

Consumer durables are a category of consumer products that do not have to be purchased frequently because they are made to last for an extended period of time (typically more than three years). They are also called durable goods or durables.
(https://investinganswers.com/financial-dictionary/economics/consumer-durables-2322)



- **E-Commerce: Meaning**

  Online Shopping is selling of goods and services via electronic media to facilitate exchange of detailed information between buyers and sellers. Online shopping has become an integral part of business. Online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purpose (Monsuwe et al. 2004).

Problem Statement

A large body of research is available on the online shopping in the world. However, there is still a need for closer examination on the online shopping as it is still at the early stage of development in India, little is known about consumers' attitude towards adopting this new shopping channel and factors that influence their attitude (Aque, Sadeghzadeh, & Khatibi, 2006).

The consumers' attitude towards online shopping is known as the main factors that affects e-shopping potential (Shwu-Ing, 2003). Therefore, understanding consumer attitudes towards e-shopping of durable goods helps marketing managers to foresee the e-shopping rate and assess the future expansion of online commerce.

Above mention statistics indicate the rapid growth in the field of online shopping and consumer durable goods. With these emerging fields the interest of marketers is also increasing in studying what actually motivates consumers to shop online in terms of durable goods. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping. In order to gain competitive edge in the market, marketers need to know the consumer behaviour shopping durable goods through online platform. So it is important to analyse and identify the factors which influence consumers behaviour towards online shopping of durable goods.

Other than the factors which influence consumers behaviour towards online shopping of durable goods, online shopper's demography in terms of Age, gender, income and education is equally important to define their strategies accordingly.

As online shopping is a new medium so the consumer behaviour in the field of online shopping is also pretty diverse in nature compare to traditional consumer behaviour, so it is equally important for one to identify what factors influence consumers to shop online. In order to reach towards purchase decision, it consists of several factors which influence consumers to shop online. These factors are important for retailers to compete in the market and to make their product more compatible.

Objectives of the study

- To study the factors changing consumer buying behaviour for selection of durables through e-commerce.
- To identify the factors influencing the consumer's behaviour in the selection and use of particular products.
- To study how Socio-Demographic profiles, beliefs, preferences, and opinions affect the Consumer's Attitude towards buying of durables online.
- To examine how purchase perception influence Consumer's Attitude towards online shopping.

Hypotheses formulation

H_10: There is no significant relationship between Age and the consumers' attitude towards buying of durable online.
H_1: There is a significant relationship between Age and the consumers' attitude towards buying of durable online.

H_20: There is no significant relationship between gender and the consumers' attitude towards buying of durable online.
H_2: There is a significant relationship between gender and the consumers' attitude towards buying of durable online.

H_30: There is no significant relationship between education and the consumers' attitude towards buying of durable online.
H_3: There is a significant relationship between education and the consumers' attitude towards buying of durable online.

H_40: There is no significant relationship between information processing and the consumers' attitude towards buying of durable online.
H_4: There is a significant relationship between information processing and the consumers' attitude towards buying of durable online.

H_50: There is no significant relationship between experience processing and the consumers' attitude towards buying of durable online.
H_5: There is a significant relationship between experience processing and the consumers' attitude towards buying of durable online.

H_60: There is no significant relationship between informal marketing and promotion "word of mouth" and the consumers' attitude towards buying of durable online.
H_6: There is a significant relationship between informal marketing and promotion "word of mouth" and the consumers' attitude towards buying of durable online.

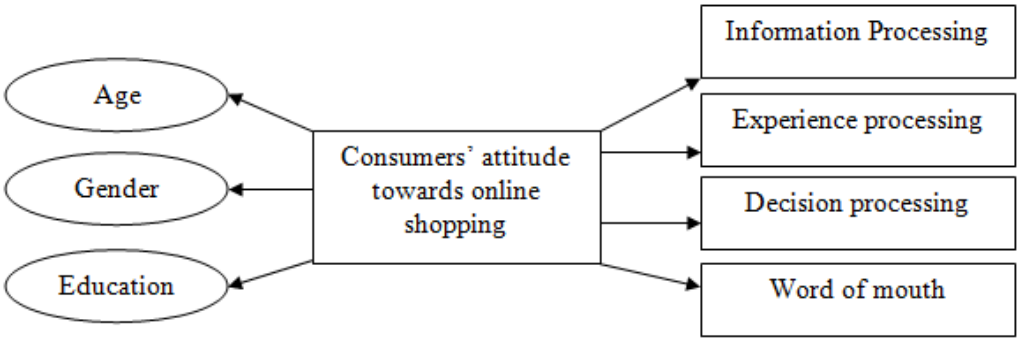
H_70: There is no significant relationship between decision making and the consumers' attitude towards buying of durable online.
H_7: There is a significant relationship between decision making and the consumers' attitude towards buying of durable online.

Hypothesis Model

The hypothesis model evaluating consumer behavior for online shopping is based on Engel Kollat Blackwell Model of consumer behavior. Researcher has considered four aspects of Engel Kollat Blackwell Model viz. Information processing, Central Control Unit, Decision processing, and Environmental influences to develop independent variables. The independent variables are as follows:

1. Information Processing
2. Experience processing
3. Decision processing
4. Word of mouth

The researcher has established "Consumer attitude towards online shopping as a dependent variable that predicts the likelihood of consumer for online shopping of FMCD goods. The hypothesis model is as follows:



Need of the Study

The country is witnessing the creation of many new markets and a further expansion of the existing ones. There is a lot of scope for growth from rural markets with consumption expected to grow in these areas as penetration of brands increases. Overall consumer durable exports reached US$ 0.78 billion in 2017. Consumer electronics exports from India reached US$ 362.12 million in FY18 and US$ 267.15 million between Apr-Nov 2018. Also demand for durables like refrigerators as well as consumer electronic goods are likely to witness growing demand in the coming years in the rural markets as the government plans to invest significantly in rural electrification. The S&P BSE Consumer Durables Index has grown at 16 per cent CAGR between 2010-18. The consumer durables sector in India is expected to grow 8.5 per cent in 2018-19. Consumer durables index under the Index of Industrial Production (IIP) has grown 5.0 per cent year-on-year between Apr-Nov 2018. The Consumer durables products purchased by consumers that are manufactured for long-term use, as conflict too many goods that are proposed for use in the short term. Consumer durables are intended to tolerate regular usage for several years or longer before replacing the required consumer product. Every household contains at least a few items that may be properly considered to be of a consumer durable nature. A combination of consumer depends upon the Socio-Demographic profiles, beliefs, preferences, and opinions affect the Consumer's Attitude towards buying of durables online helps in leading to strong growth of consumer durables industry.

These allied questions call for scientific enquiry to find out the prospects of consumer behaviour towards durable goods while purchasing online.

SCOPE OF THE STUDY

The study aims at focusing a study of consumer behaviour towards online shopping of durable goods (In special reference to Delhi NCR). This research limits its scope to selected consumer durable. Hence, it is necessary to concentrate on consumers 'perception, consumers'pre-purchase and post-purchase behavioural towards durables through online mode. There are many sides of consumer behaviour that possibly need elaboration and how ever this study concentrates on individual consumer purchase behaviour regarding the purchase of consumer durable goods through online mode. This research study is exploratory and descriptive in nature. Moreover, the area of the study is confined Delhi NCR.

Literature Review

S. No.	Authors	Research Design/Data Collection and Sample frame	Sample Size and Response Rate	Conclusion of the Research
1	Shahriar Azizi and Masoud Javidani (2010) Measuring e-shopping intention: An Iranian perspective	Descriptive Study, Stratified Sampling	Sample drawn from120 people households in Tehran	- E-Shopping -- Intention is not affected by perceived benefits. -E-shopping intention has positive impact on attitude towards online shopping in Iran. - The results showed that Iranian users have not confronted any risky situations while shopping online.
2	Shergill and Chen (2005) Consumers Attitudes towards Online Shopping In New Zealand	Non Probability and convenience sampling.	149 online shoppers selected but only 102 usable questionnaires collected.	-The research found one of the major reasons of not shopping online is security issues. - The study concluded that many online shoppers are less satisfied with website design.
3	Osman, Yin-Fah and Hooi-Choo	Convenience sampling	100 undergraduate	-Writers have concluded that mostly

	(2010) Undergraduates and Online Purchasing Behavior		students were selected.	students buy books, cloths, travel bookings and computer hardware's. - Website quality and purchase perception have significant relationship with online shopping.
4	Sami Alsmadi (2002) Consumer Attitudes Towards Online Shopping In Jordan: Opportunities And Challenges	Convenience sampling	500 Self-administered questionnaire distributed in Ibrid Jordan	-Security of online users is important factor that stops the willingness of online purchasers. - The study concluded that the higher the incomer the more attitude towards online shopping
5	Sarigiannidis and Kesidou (2009) Consumer characteristics and their effect on accepting online shopping, in context of different product types.	Descriptive study	A total of 232 internet users are selected.	-Product involvement positively affects consumers to shop online. - It is concluded that privacy have no effect over consumers' intentions towards online shopping
6	Muhammad Umar Sultan and MD Nasir Uddin Consumers' Attitude towards	Descriptive research	100 students and people visiting university cafeteria and library	-There is a quite strong negative correlation between age and attitude to on-line shopping, i.e.

	Online Shopping Factors influencing Gotland consumers to shop online			elderly people are not so keen to shop on-line - the most influencing and attractive factor among four factors is website design/features
7	P. Sathya, C. Vijayasanthi Consumer Behaviour towards Consumer Durable Goods in Thiruvarur District	Convenience sampling	50 respondents in Thiruvarur District	The market for consumer durables is becoming more competitive now a day's. Therefore, the producer of durable products should understand consumer interest much to find higher sale of their products

Research Methodology

Research method:

This research regarding Consumer's behaviour towards online shopping of durable goods will be an exploratory and descriptive research.

Data collection:

- **Primary data** will be collected through structured questionnaire.
- **Secondary data** include published data such as data from Books, journals, periodicals, broachers, Reports, etc.

Sampling:

In this research convenience sampling will be used as According to Bryman and Bell (2007) Convenience sample is one that is conveniently available to the researcher with its goodness of accessibility.

Sample design:

The procedure that we follow to select a sampling unit is a mixed process. A mixed process means distributing survey online as well as in person to online shopper's.

Sample size:

Questionnaires will be distributed both by online and by hand to respondents of New Delhi and UP region and enough time will be given to respondents to fill the questionnaire to reduce sampling error. Questionnaire is constructed in simple language in order to reduce the risk of ambiguity

Questionnaire design:

We will design the questionnaire carefully to meet the requirements of the research. The questions will be taken from previous literature on Consumer's attitudes towards online shopping and consumer's response towards shopping of durable

goods with a view to validate the research more and some of the questions will be self-structured to cover the diversity of research problems. The questionnaire will consist of two main parts and one sub part, first part will mainly focus on questions pertaining to factors that influence consumers to shop durable goods online. Second part of the questionnaire will cover demographic profile of the shoppers which can affect the buying decision of consumers and to see are there any difference in relation to factors that influence the consumers to shop durable goods online.

Data analysis:

The tool that we will use for our data analysis is a 5 Point Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Uncertain / Not applicable, 4=agree, 5=Strongly Agree). The Likert scale is a scale that is commonly used for questionnaires, and is mostly used in survey research. Our research is also survey based research so it would be easy for us to interpret the analysis. The advantage of using Likert scale can be to create interest among respondents as according to Robson (1993) as Likert scale can be interesting for users and they often enjoy completing a scale like this. Another advantage can be simplicity as Neuman (2000) suggests the real strength of Likert scale is the simplicity and ease of use.

SPSS will also be used to check the reliability and correlation among the variables used in the research.

Expected Outcomes of the study

Since online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards shopping of durable goods online, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop durable goods online will help marketers to gain the competitive edge over others.

Therefore, our study will focus to identify:

i) the factors influencing the consumers behaviour in the selection and use of particular products and to see what factors are most attractive for online shoppers of durable goods.

ii) Who are online shoppers in terms of demography? our findings will help to give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop durables online, so they can build up their strategies to cater online shoppers.

Since we will also work on demographic profiles of online shoppers, this will help us to see a correlation within demography factors such as Age, Income and Education, etc.; this will also help us to give an insight to online retailers to see the online shopping attitudes within these demographic factors.

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